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Special points of interest:

- Business Development Forum 2011
- Promoting Competitive Advantage
- Need Help with your News?
- Non Renewal of Legal Aid contracts continued
- Climate Change Symposium

Links of Interest:

- [Lloyds TSB Commercial](#)
- [Conscious Solutions](#)
- [Redbrick Solutions](#)
- [Netlaw Edge](#)
- [CallCare](#)
- [Words4Business](#)
- [Credit Management \(Law\) Ltd](#)

**'Key Strategies for Law Firms 2011'
Driving Business Development in Law Firms**

"Lawyers are no longer just advisors and draftsmen, but increasingly, legal professionals are required to be fine-tuned Business Directors, Managers and Sales-people in order to gain and retain new and existing clients in an increasing competitive marketplace".

To assist with the ongoing development of Law Firms, Management and their Fee-Earners, Netlaw Media in association with Lloyds TSB Commercial is proud to announce the return of its flagship event 'Key Strategies for Law Firms - Driving Business Development' to be held in London on 18th May 2011.

Following a 'Sold Out' series in 2009 which attracted over 230 law firms, corporates and associations, the biennial 'Key Strategies for Law Firms' event will examine and explore a wide range of business development strategies and formulas to expand revenue streams and client port-

folios, whilst elevating employee development skills and law firm brands.

With a pre-event sell out fully anticipated, 'Key Strategies for Law Firms 2011' will bring together highly respected professionals from both the legal and commercial sectors to examine and explore a wide range of business development methodologies and techniques designed to attract clients to pro-active law firms who are seeking to evolve in this age of change and opportunity.

This one day CPD accredited event will offer focused Presentations & Demonstrations, Interactive Workshops, Panel Discussions, Q&A Sessions, Exhibitions and One 2 One Diagnostic Meetings. Full day delegate passes are offered at £399 + vat per delegate with early bird and group booking discounts. To pre-register your firm's interest, email: lawevents@netlawmedia.com

Netlaw EDGE
Promoting Competitive Advantage

Commencing on the 10th March 2011, Netlaw Edge will be hosting a series of full day training programmes for NQ – 5 yr PQE's designed to unlock, develop & fine tune personal sales & marketing skills.

The full course will be offered in 2 full one day programmes:

Unlocking Your Personal Business Development Potential – (Stage One)

This introductory programme is designed to introduce the sales & marketing skills necessary to develop personal billing in NQ to 5 yr PQE Lawyers.

Promoting Competitive Advantage

Enhancing New Business Development Skills for the Benefit of Your Firm and Clients – (Stage Two)

This programme is designed for individuals who have a basic understanding of business development and now wish to convert their own pipeline from prospective leads into new clients. This programme is ideal for individuals who wish to continuously develop their skills following stage one of this series.

This series of one day programmes will be lead by 'Keith Liddiard', International Programme Director of Netlaw Edge

Netlaw Media
Legal Media & Events

Book Before 25th February and receive an early bird special of £349 +VAT

Speakers will include:

- Professor Stephen Mayson** – Director & Professor of Strategy, Legal Services Institute at the College of Law
- Charles Christian** – Managing Director, Orange Rag / Legal Technology Insider
- Elliot Moss** – Business Development Director, Mishcon de Reya
- Neil Kinsella** – CEO, Russell Jones & Walker
- John Young** – Co-Chair, Hogan Lovells
- Tamara Box** – Partner, Berwin Leighton Paisner
- Guy Barnett** – Managing Partner, Blakemores / CEO, Lawyers2you
- David Clarkson** – Director, Osmosis
- Craig Holt** – CEO, Quality Solicitors

& founder of the Centre for High Performance Development.

Programme Dates:

- 10th March 2011- 09:00 – 16:30
- 16th March 2011- 09:00 – 16:30
- 29th March 2011 - 09:00 – 16:30
- 5th April 2011 - 09:00 - 16:30

Cost: £295 + vat (single day) or £531 + vat (for part 1 and part 2)

For more Information call:
0203 176 4204





**Legal Aid contracts cuts
- Only the poorest will
have access...**

Access to Justice Continued....

On the 15th November the government published the long awaited Green Paper on Legal Aid alongside the consultation on [Lord Jackson's proposals](#) which confirmed the worst.

In the [News letter](#) published by the Law Society they confirmed 'The government's proposals mean that only the poorest of the poor will continue to be able to obtain civil legal aid and even for them legal aid would cease to be available for some vital matters. But neither can the legal sector nor the government know how the Jackson proposals will

work in reality and whether the squeezed middle will have access to justice.

If the government persists with these proposals it would represent a sharp break from the long-standing bipartisan consensus that effective access to justice irrespective of the means to pay is essential to underpin the rule of law. Comparisons with expenditure on legal aid in other countries hide many differences in approach and also imply that access to justice is a luxury rather than a foundation of a just and civilised society.'

The Law Society have confirmed that they will continue to lobby the government to take a more practical approach, including the implementation of the Law Society's own recommendations on Legal Aid which follows an 18 month consultation with the legal profession. For further information on this review click on the following link: [access to justice review](#) .

To keep abreast of the Law Society campaign go to:

www.lawsociety.org.uk/defendinglegalaid

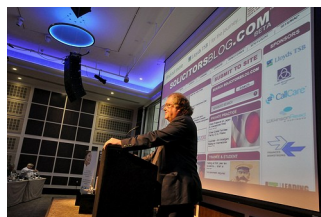
SOLICITORSBLOG.COM™

TELL THE WORLD...



Solicitorsblog.com— Connecting the Global Legal Community

On the 30th September 2010, Lord Digby Jones of Birmingham officially launched Netlaw Media's New Information Portal for the Global Legal Community, SOLICITORSBLOG.COM at the Grand Masters of Law – Strategic Leadership Forum.



How does the site work:

SOLICITORSBLOG.COM offers the global legal community a dedicated website containing free to access information with

bloggers offered the opportunity to post their own content for the viewing purposes of a global 'sector focused' audience. To complement the works of contributors, in addition to offering one of the world's largest collections of law blogs, Solicitorsblog.com also displays a wide variety of legal news and content to keep visitors up to date with developments to further their own personal progression. The aim of **SOLICITORSBLOG.COM** is to promote the works, thoughts and experiences of law bloggers from all countries, backgrounds, legal disciplines and career levels whilst promoting the fundamentals of 'interactive information sharing' and 'freedom of speech'.

So how does this site differ:

Managing Director Frances Anderson describes the site -

"Solicitorsblog.com is a revolutionary information portal designed to share the thoughts and experiences of law bloggers and practitioners from around the world within a dynamic site that steps aside from the traditional blog template".

Cost:

There is no charge for visitors to use the site, nor for bloggers or firms to contribute.

To submit your law news & blogs, or to view over 17,000 articles already submitted to the site, click on the following link below:

<http://solicitorsblog.com/default.aspx>

View the launch of Solicitorsblog on [YouTube](#)



Instant legal news for your website

**Words4Business - RSS Feeds & Content
for Law Firms Operating since 2001**

Looking for News for your Website?

LegalRSS.co.uk allows the medium and smaller firm to punch way above its weight on the Internet and will give you a web presence which will be the envy of your competitors and an effective marketing tool...and you don't need to invest in a brand new website!

Legalrss.co.uk gives more than 20 newsfeeds, flexible presentation, an exclusive picture library and a powerful, easy to use, content management system. Other features include:

- **Add your own firm's news and thoughts** - Unlimited 'own category' and 'own content' creation
- **Spread your message with social networking** - instantly via links to Twitter and Linked-In
- **Add your podcasts and seminar videos**
- **Get the news to YOUR contacts FIRST** - create ready to run e-newsletters in seconds

One-click downloads - great for distributing brochures and guides

Prices start at less than £2 per day.

FREE eight week trial! See www.legalrss.co.uk

For further information, please call: 01392 423607



Event Review: Grand Masters of Law—Strategic Leadership forum 2010

Held in London on the 30th September 2010, this year's 'Strategic Leadership Forum 2010' successfully attracted a capacity audience of over 140 CEO's, Managing Partners, Senior Partners and Heads of Departments from a wide range of Law Firms, Chambers, Associations and Corporates.

With presentations & panel discussions conducted by a range highly regarded leaders. This year's 'Strategic Leadership Forum' was keynoted by Lord Digby Jones of Birmingham who presented a fascinating one hour presentation on leadership through the eyes of a man who has been at the helm of many leading corporates following an amazing career in law.

Speakers of the day included: *Field Fisher Waterhouse)*

Lord Digby Jones of Birmingham (Keynote)

Professor Stephen Mayson (*Professor of Strategy and Director of the Legal Services Institute at the College of Law*)

Janet Gaymer DBE QC (*Commissioner for Public Appointments in England & Wales*)

Des Hudson (*CEO, The Law Society of England & Wales*)

Stephen Hockman QC (*Head of Chambers, 6 Pump Court*)

Barry Naisbitt (*Chief Economist, Santander, UK*)

Simon Barrow (*Chairman, People In Business*)

John Llewellyn-Lloyd (*Head of Corporate Advisory, Execution noble*)

Tim Aspinall (*Managing Partner, DMH Stallard*)

Charlie Keeling (*HR Director,*

Dr. Clare McConnell (*Partner, Stephenson Harwood*) and many more....

<http://netlawmedia.com/social-media/flickr>



LEGAL SECTOR
ALLIANCE
ACTING ON CLIMATE CHANGE

The 2010 LSA Climate Change Symposium — Postponed until January 2011

Due to the inclement weather conditions in early December 2010 the LSA have taken the decision to **postpone the Symposium** as travel conditions have been heavily affected across London and surrounding regions. The event will be re-scheduled and they will keep current registered attendees informed.

Formally launched in December 2008 by His Royal Highness, The Prince of Wales, the LSA now represents more than 30 per cent of solicitors in private prac-

tice in England and Wales.

Senior business leaders, including LSA Chairman Sir Nigel Knowles, will showcase the benefits of business collaboration - demonstrating the successes of working together as a sector on climate change.

The event will include a video message from LSA patron, His Royal Highness, The Prince of Wales. A keynote speech by a senior government official will outline key UK climate change

policy.

Attend in person or online:

15 Hatfields is a state-of-the-art conference venue incorporating the highest sustainability standards in building technology and procurement. You can also attend via our live stream if you are unable to attend in person.

A detailed agenda is available on the event website after registration.

Places are limited so please [register now](#).



Association of Women Solicitors

Essential for Success

The Association of Women Solicitors (AWS) Annual Gala Dinner — 11th March 2011

The Association of Women Solicitors (AWS) will be hosting their Annual General Meeting (AGM) & Gala Dinner in early March 2011 that will see Joy Van Cooten take over from Christl Hughes as National Chair Woman of the AWS.

This years AGM & Gala Dinner will be held in Central London on 11th March at the Tarj Hotel, [51 Buckingham Gate, London](#).

Members and Non members are welcome to attend. For further information on table bookings and attendance cost, please contact Judith McDermott at Judith.McDermott@lawsociety.org.uk or Sandra Dawson at sandra@admin4u.org.uk

For further information on the AWS please click [here](#).





News Updates from
Solicitorsblog.com

SOLICITORSBLOG.COM™

FEATURED BLOGS

Bribery Act is to vague says Law Society... By OUT-LAW.com

Proposed rules on what companies have to do to avoid being prosecuted under new bribery laws are not detailed enough, the Law Society has said. More clarification, particularly for smaller companies, is needed, it has told the Government...[More](#)

Is a tweet a copyright work? And when can it be lawfully copied? By Bright Spark

[An article](#) on the growing importance of [twitter](#) has inspired The Bright Spark to think about whether a single tweet could be protected by copyright...[More](#)

Revisited: "Does Article 8 mean the law should recognise image rights" – Hugh Tomlinson QC By Inform's Blog

In this feature we revisit older posts which remain of current interest. This post from March 2010 considers the implications of the Article 8 case law for "image rights"...[More](#)

PRIVATE PRACTICE BLOGS

The OFT crosses the line into judicial territory... By Breeze Blog

In a statement issued today by the Civil Court Users Association it slams the OFT for the action that it is taking against four lenders who have used charging orders...[More](#)

A Model Curriculum for Legal Ethics? By Lawyer Watch

Professor Andy Boon of Westminster University has produced an excellent draft report on 'A model curriculum for legal ethics' which [you can download from John Flood's site](#). It's a joyfully short report and builds on *Preparatory Ethics Training for Future Solicitors* ...[More](#)

THE BAR BLOGS

Lies, fraud, exaggeration and costs...By piBlawg

Laws LJ suggested in *Molloy v Shell UK Limited* [2001] EWCA Civ 1272 that lying or grossly exaggerating claimants could be guilty of "a cynical and dishonest abuse of the court's process" and questioned whether, when "faced with manipulation of the civil justice system on so grand a scale, the court once it knows the facts should entertain the claim at all save to make the claimant pay the defendant's costs"...[More](#)

Amendment IV...By White Rabbit

Amendment IV to the US Constitution, It's the one about unreasonable searches and how they are a bad thing and good stuff it is, I'm sure all will agree. The US Transportation Security Administration's intrusive regime of body scans and pat-downs is said by various members of the awkward squad to contravene this amendment...[More](#)

PUBLIC & GOVERNMENT BLOGS

Restricting immigration for better or for worse: Theresa May makes cap announcement...By mrn Migrants Rights Network

This week home secretary Theresa May made her announcement on the level of a cap on non-EU economic immigration. But research by the New Economics Foundation, also released this week, offers compelling evidence for why reducing numbers should not be the primary goal of UK immigration policy...[More](#)

Case C-540/08, Mediaprint Zeitungs- und Zeitschriftenverlag...By ECJBlog.com

This reference for a preliminary ruling, which concerned the Unfair Commercial Practices Directive (Directive 2005/29), was made in a dispute between two newspaper publishers, Mediaprint and Österreich'-Zeitungsverlag, concerning the lawfulness or otherwise of a sale with bonuses organised by the latter...[More](#)

"Everything that is really great and inspiring is created by the individual who can labor in freedom."

Albert Einstein (1879 - 1955), 'Out of My Later Years,' 1950

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Netlaw Media is an established UK based legal information, education and executive search organisation incorporated to deliver high quality events, conferences, training programs and recruitment solutions to the UK, European and Global legal sectors.

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Lawyers Weekly	2,877
Law Society Gazette	3,410
Legal Week	3,112
The Law Society	1,746
The Lawyer	1,516
The College of Law	866
ALM Events	589
Lawyer2b	551

*All figures correct as of 7th December 2010, source: Twitter.com

Comparison table of how many Twitter users follow Netlaw Media in comparison to other Legal Information, Events and Training Providers on Twitter



Lloyds TSB | Commercial

Lloyds TSB Commercial— 'Event Partner' of Key Strategies for Law Firms 2011

Are your accountants giving your law firm what it wants, or what it needs?

[Chris Marston, Head of Professional Practices at Lloyds TSB Commercial, plays devil's advocate.](#)

"From time to time at Lloyds TSB Commercial, we ask our SME customers what they're looking for from their bankers, sometimes as part of a formal customer satisfaction exercise, but more often, during face-to-face conversations between the customer and their relationship manager. These days, it's easy for banks to believe we are more important to our customers than we really are, and occasionally we can fall into the trap of making assumptions about what customers need from us, based on what they tell us, or even on what they don't". [More...](#)